

REMARKS/ARGUMENTS

This Amendment is being filed in response to the Office Action dated July 21, 2009. Reconsideration and allowance of the application in view of the amendments made above and the remarks to follow are respectfully requested.

Claims 1-12 are pending in the Application.

Applicants thank the Examiner for acknowledging the claim for priority and receipt of certified copies of all the priority document(s).

In the Office Action, claims 1-12 are rejected under 35 U.S.C. §103(a) over U.S. Patent Publication No. 2003/0197472 to Kanauchi ("Kanauchi") in view of U.S. Patent Publication No. 2002/0196241 to Morita ("Morita"). The rejection of claims 1-12 is respectfully traversed. It is respectfully submitted that claims 1-12 are allowable over Kanauchi in view of Morita for at least the following reasons.

It is undisputed that "Kanauchi does not teach wherein said the at least two visible bands of rows of pixels scrolling in the column direction over time such that at least two visible bands of rows of pixels change horizontal position from one time to a next time." (See, Office Action, page 3.) Morita is cited to provide

that which is admitted missing from Kanauchi, however, it is respectfully submitted that reliance on Morita is misplaced.

Specifically, the Office Action cites Morita, FIGs. 8B and 8C as providing that which is admitted missing from Kanauchi, however, FIGs. 8B and 8C of Morita are deficient in any such teaching.

While "FIGS. 8A, 8B, and 8C are views schematically showing an example of a partial display realized by the scan driver [of Morita]" (see, Morita, FIGs. 8B, 8C, and paragraph [0160], Morita is nonetheless deficient in teaching that which is admitted missing from Kanauchi.

In FIG. 8B, Morita shows a time interval wherein display areas 102A and 104B are separated by a non-display area 100B (see, Morita, FIG. 8B and paragraph [0161]).

In FIG. 8C, Morita shows a time interval wherein display area 106A is separated by a non-display areas 108B, 110B (see, Morita, FIG. 8C and paragraph [0162]).

It is respectfully submitted that the method of claim 1 is not anticipated or made obvious by the teachings of Kanauchi in view of Morita. For example, Kanauchi in view of Morita does not disclose or suggest, a method that amongst other patentable elements, comprises (illustrative emphasis added) "an array of display pixels

arranged in rows and columns, the method comprising, at any point in time, illuminating a plurality of rows of pixels, the plurality of illuminated rows of pixels defining at least two displayed bands of illuminated rows of pixels separated by a non-illuminated band, the at least two displayed bands of illuminated rows of pixels scrolling in the column direction over time such that at least two displayed bands of illuminated rows of pixels change horizontal position from one time to a next time, and wherein at most 75% of the illuminated rows are illuminated at any point in time" as recited in claim 1, and as similarly recited in claim 8.

It is admitted in the Office Action that Kanauchi is deficient in this teaching and Morita shows a display wherein only one row of illuminated pixels is shown (see, Morita, FIG. 8C cited in the Office Action and the discussion above) and as such, does nothing to cure the deficiencies in Kanauchi.

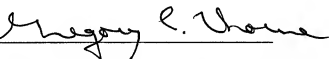
Based on the foregoing, the Applicants respectfully submit that independent claims 1 and 8 are patentable over Kanauchi in view of Morita and notice to this effect is earnestly solicited. Claims 2-7 and 9-12 respectively depend from one of claims 1 and 8 and accordingly are allowable for at least this reason as well as for the separately patentable elements contained in each of the

claims. Accordingly, separate consideration of each of the dependent claims is respectfully requested.

In addition, Applicants deny any statement, position or averment of the Examiner that is not specifically addressed by the foregoing argument and response. Any rejections and/or points of argument not addressed would appear to be moot in view of the presented remarks. However, the Applicants reserve the right to submit further arguments in support of the above stated position, should that become necessary. No arguments are waived and none of the Examiner's statements are conceded.

Applicants have made a diligent and sincere effort to place this application in condition for immediate allowance and notice to this effect is earnestly solicited.

Respectfully submitted,

By 

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